

A SINGLE SOLUTION  
WITH 5 TOOLS TO  
**MANAGE  
AND GROW**  
YOUR RETAIL FUEL  
BUSINESS



PricePro



AnalyticsPro



MarginPro



DemandPro



MarketSharePro

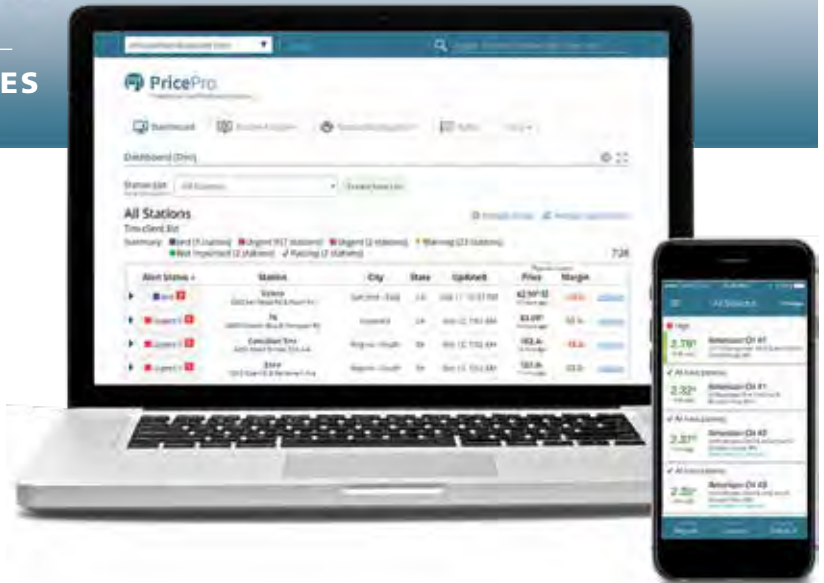
# OUR WEB-BASED PLATFORM GIVES YOU EVERYTHING YOU NEED TO ANALYZE, STRATEGIZE AND LEAD THE MARKET.

Optimize every aspect of retail station performance with our collection of five easy-to-use online tools, from real-time competitor pricing and alerts to market data that includes margins, market share and weekly volume trends.



# PricePro

PROTECT MARGINS & VOLUMES



## TRACK RETAIL FUEL PRICES AND MARGINS FOR LOCAL MARKETS IN REAL TIME.

OPIS PricePro provides instant notification of competitor price changes on your desktop computer or mobile device so you can react faster to protect margins and maximize volumes.

Learn about price moves hours earlier than before. Put a stop to costly, time-consuming manual store surveys and give store managers the green light to focus on fuel pricing strategies, station operations and customer service.

- ✓ Access local competitor prices and margins in real time.
- ✓ Set rules for store pricing vs. specific competitors.
- ✓ React to instant alerts via email or text when your rules are violated.
- ✓ Compare competitor historical prices.
- ✓ Eliminate the liability costs of competitor store surveys by employees.





# AnalyticsPro

TRACK FUEL TRENDS



## DISCOVER FUEL PRICING AND MARGIN TRENDS FOR GAS STATIONS AND C-STORES IN YOUR LOCAL MARKET.

OPIS AnalyticsPro allows you to analyze competitive pricing over time and makes it easy to interpret via interactive charts.

See the pricing tendencies of competitors to optimize strategy and boost operating profits. Find opportunities to capture more volume and margin.

- ✓ Compare locations and brands one-to-one, one-to-many or many-to-many in a single view.
- ✓ Create interactive charts and export the data behind them quickly and easily.
- ✓ Identify new markets for potential acquisitions.
- ✓ Learn real-time and historical (back to 2012) market pricing up to a 25-mile radius.





# MarginPro

RATE FUEL PROFITABILITY



## GRADE YOUR PROFIT PERFORMANCE AGAINST YOUR KEY COMPETITORS IN ANY MARKET.

OPIS MarginPro provides a detailed look at profit margins over time for competing brands and price leaders in your retail fuel markets.

Via interactive charts and easy-to-use filters and tables, gain a better understanding of competitor margins for more effective pricing.

- ✓ Identify the most- and least-promising markets for expansion.
- ✓ Enhance negotiating stance with suppliers to win price reductions equal to regional performance.
- ✓ Find the brands that make the most on every gallon sold.
- ✓ Adjust the margin cost-basis for a more accurate picture of profits.



# DemandPro

BENCHMARK FUEL VOLUMES



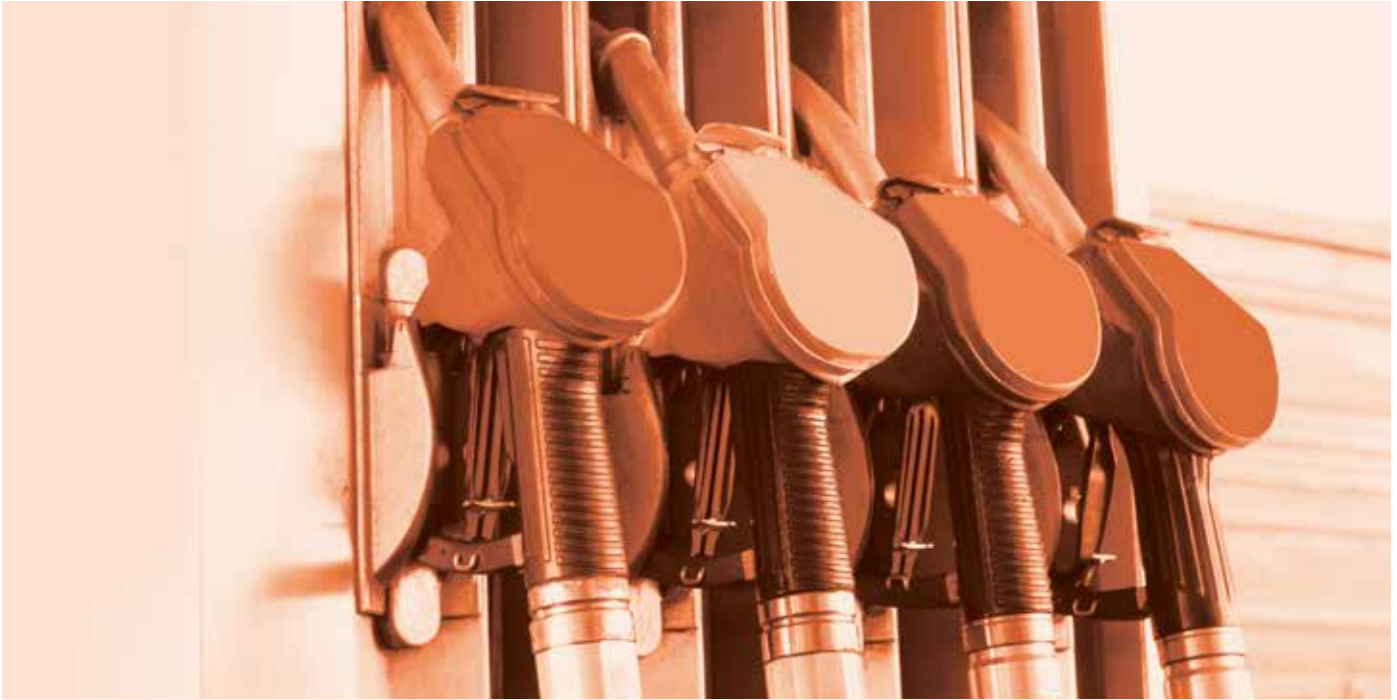
## MEASURE WEEKLY FUEL SALES WITHIN YOUR MARKET, NOT AGAINST AN ESTIMATED NATIONAL AVERAGE.

OPIS DemandPro provides actual retail sales data collected directly from station operators. Gain the advantage in your market by knowing local gasoline sales volumes at all types of sites, including chains, new era marketers and branded retailers.

Measure performance and pricing impact with an accurate snapshot of weekly fuel sales in specific regions. Use interactive charts to plot demand trends and compare against EIA statistics to see the difference.

- ✓ Grade your own volume performance against a regional benchmark.
- ✓ Create a profitability benchmark.
- ✓ Benchmark profitability along with volumes using regional margin averages.
- ✓ Get data from both high- and low-volume sites.
- ✓ Improve pricing strategies with consistent weekly volume data.





# MarketSharePro

INCREASE BRAND POWER



## COMPARE YOUR BRAND'S VOLUME AND PRICE DIFFERENTIAL AGAINST YOUR COMPETITORS.

OPIS MarketSharePro helps you increase the power of your retail fuel brand with exclusive market share intelligence.

Track market share, outlet share, efficiency and localized price differentials in real time to measure and optimize performance. Identify competitors selling the most fuel and adjust pricing strategy to steal market share.

- ✓ Determine brand performance by region.
- ✓ Know which brands sell the most fuel and price the most aggressively.
- ✓ Understand market dynamics to tailor pricing for increased volume and profit.
- ✓ Analyze markets that are ripe for expansion or acquisition.

OPIS RetailSuite

# THE PROFIT ACCELERATOR

FOR FUEL RETAILERS.

Sell more fuel. Increase profits. Reduce costs. React faster.  
The OPIS RetailSuite is a single-stop resource to help you succeed in a fast-moving market with razor-thin profit margins.

OPIS monitors over 3.5 million gasoline and diesel prices in real time for nearly 140,000 outlets in North America. The OPIS RetailSuite of five different tools places this accurate data at your disposal on a single online platform to give your stations a competitive edge in every market.



OPIS (Oil Price Information Service) by IHS Markit is a leading worldwide provider of benchmark pricing, real-time news and expert analysis across the entire fuel supply chain, including the spot, wholesale rack and retail markets. OPIS enables customers to buy and sell petroleum products with confidence and total transparency from the refinery to the pump.

For a FREE trial or product demo:  
[retailsuite.opisnet.com](http://retailsuite.opisnet.com)  
888.301.2645  
[energysales@opisnet.com](mailto:energysales@opisnet.com)

